

The leading
European
Entertainment
network

2014

MorganStanley: Barcelona November 2014

Agenda



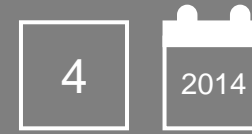
**9 month
2014 highlights**



**Business
segments**

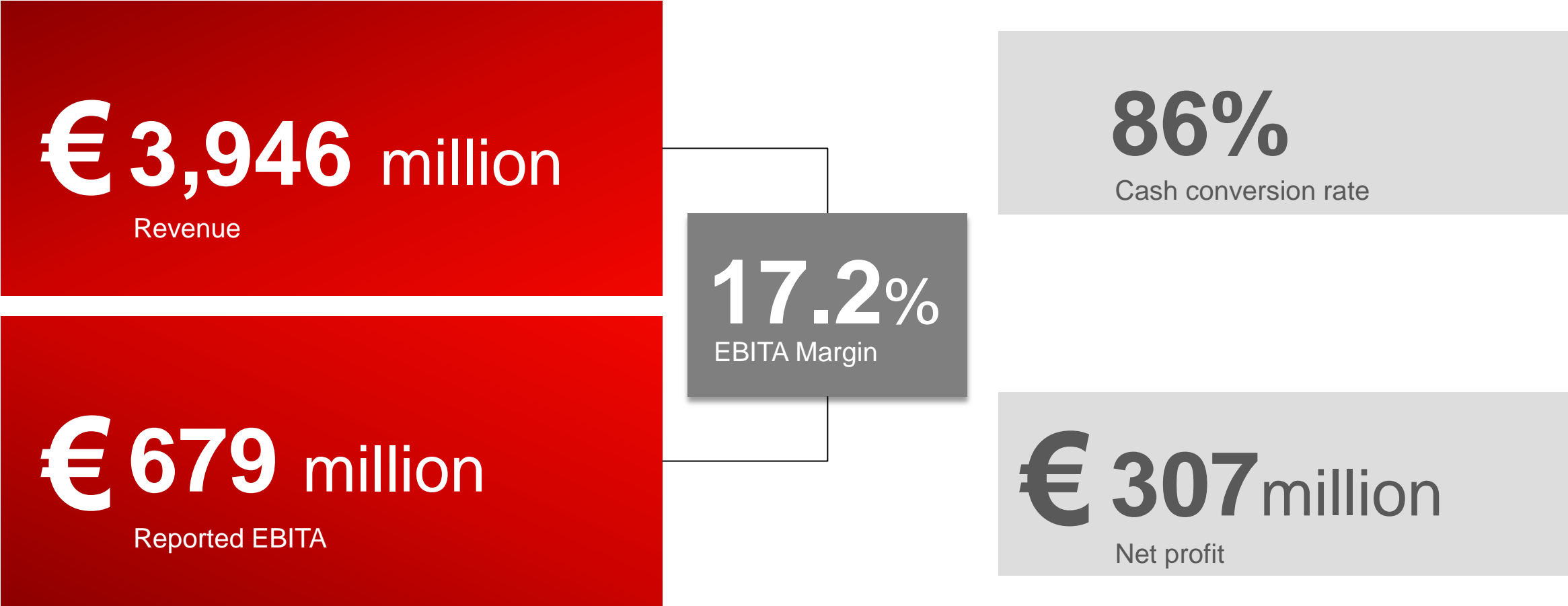


**Strategic
update**



Outlook 2014

Sound results in a tough environment



Agenda



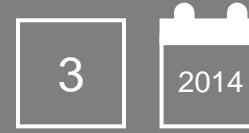
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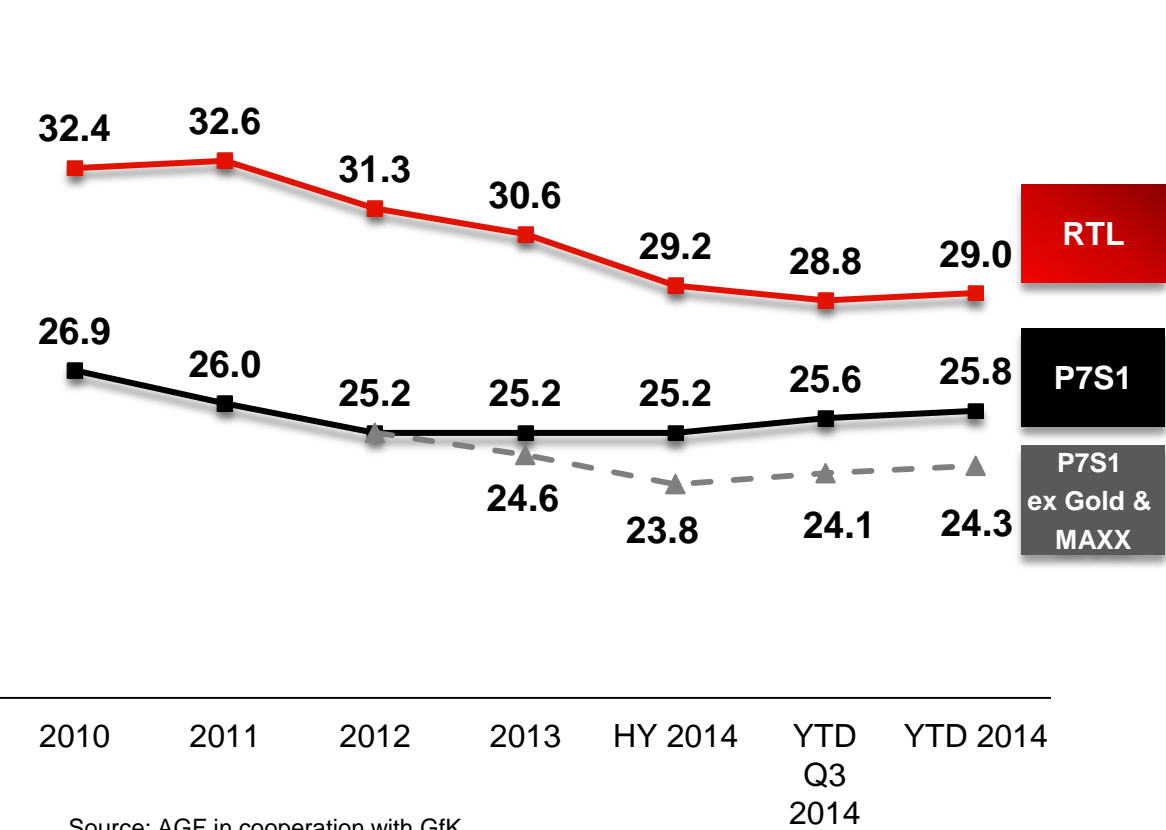


Outlook 2014

Mediengruppe RTL Deutschland

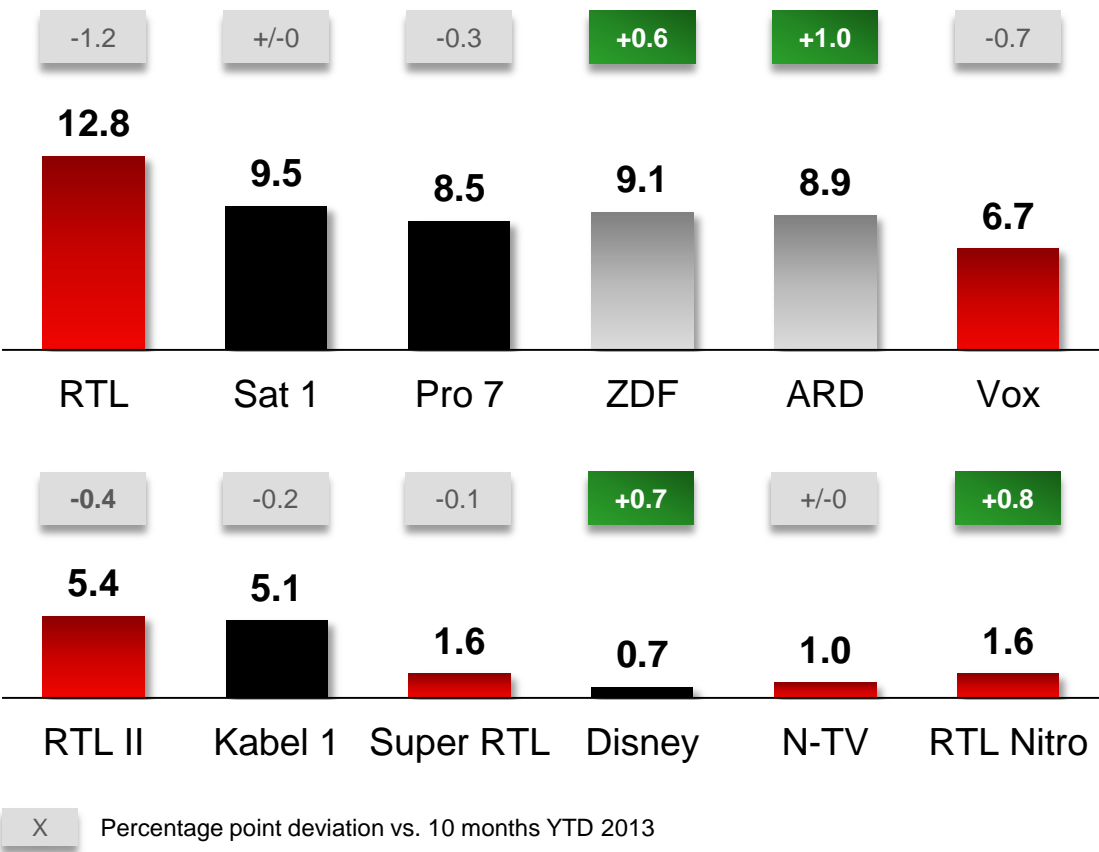
Some recovery in audience share

FAMILY OF CHANNELS
14 – 59 (in %)



Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

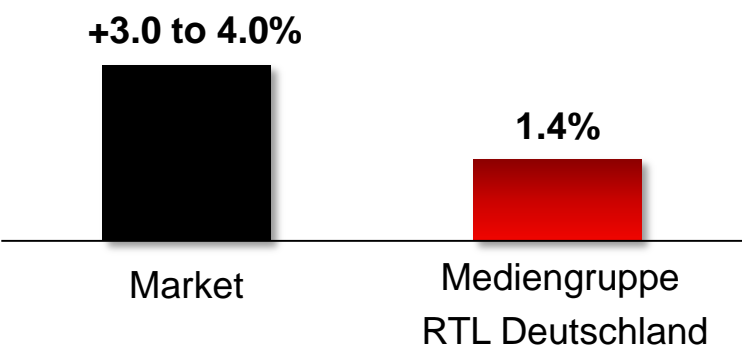
BY CHANNEL
14 – 59 (in %)



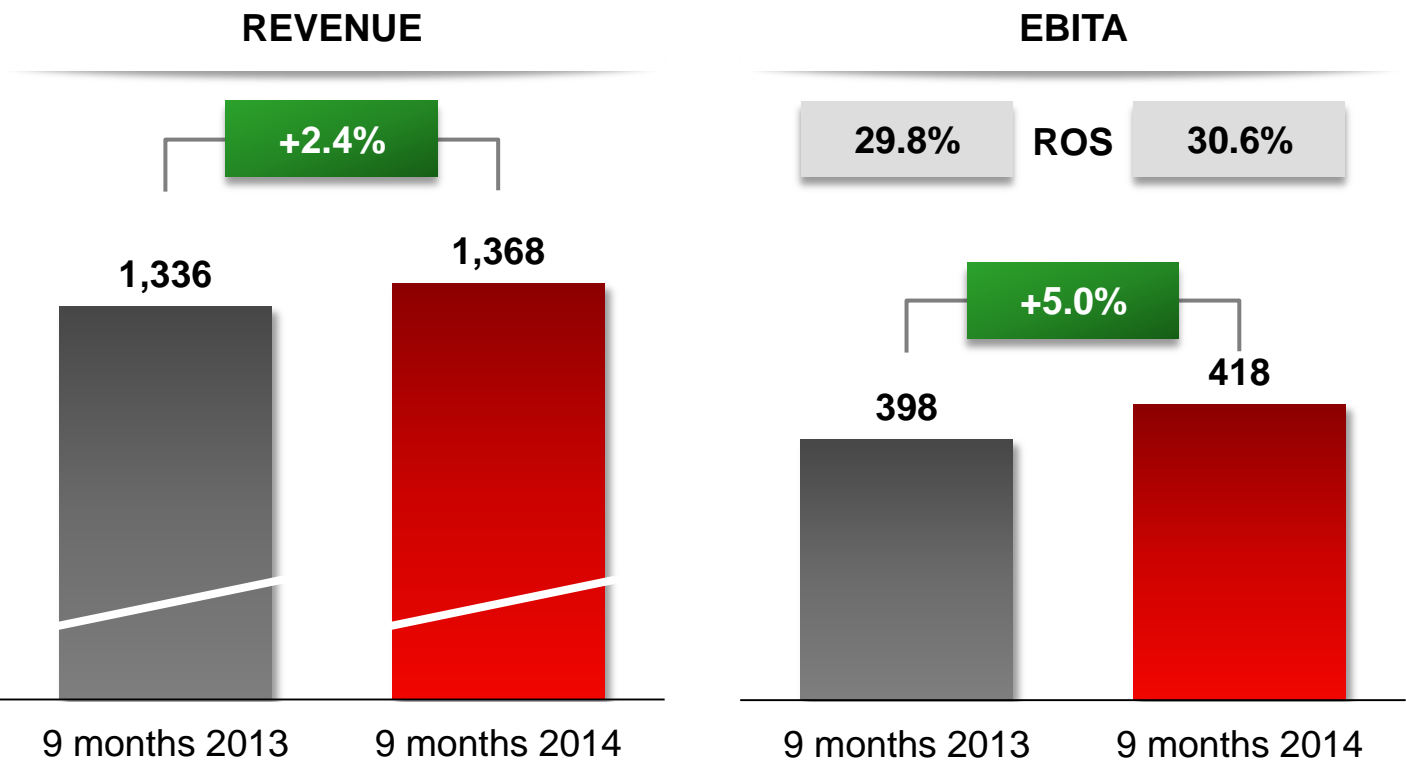
Mediengruppe RTL Deutschland

Strong Q3 drives advertising revenue growth

NET TV ADVERTISING
MARKET DEVELOPMENT
9 months 2014 vs. 9 months 2013 (in %)



KEY FINANCIALS
(in € million)



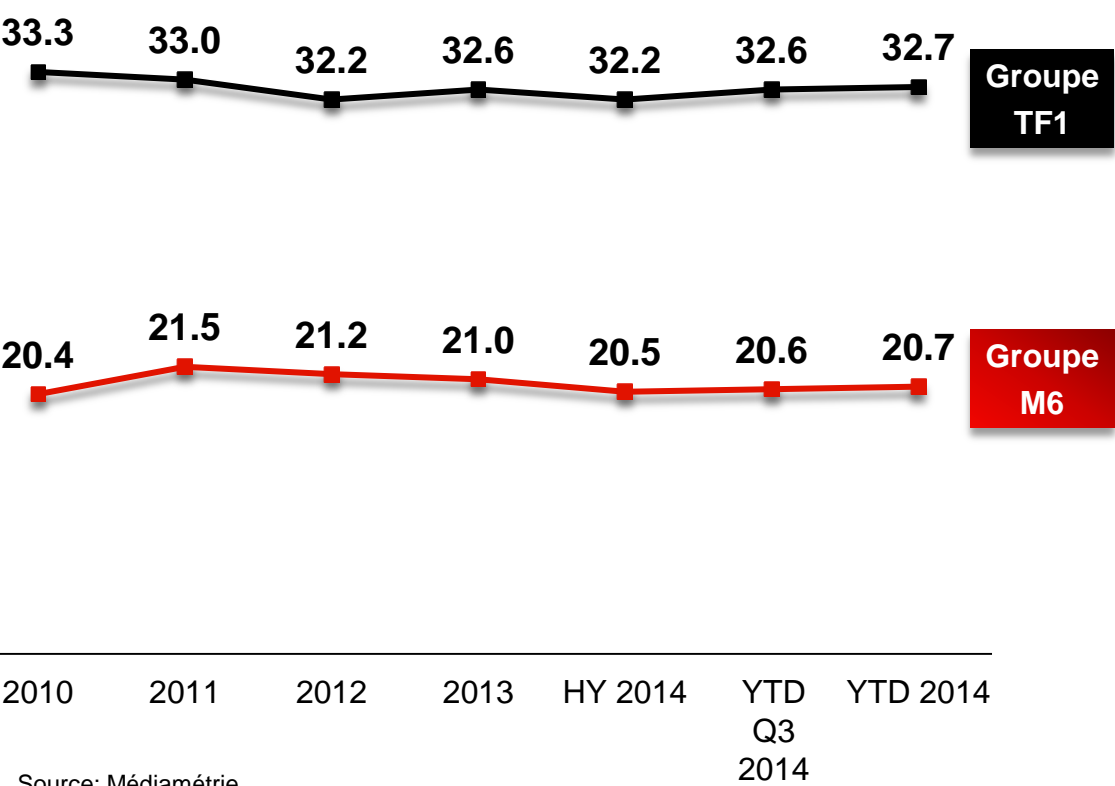
Source: RTL Group estimates,
MG RTL De including RTL II and Super RTL

Groupe M6

Resilient audience; growth continues for 6ter

FAMILY OF CHANNELS

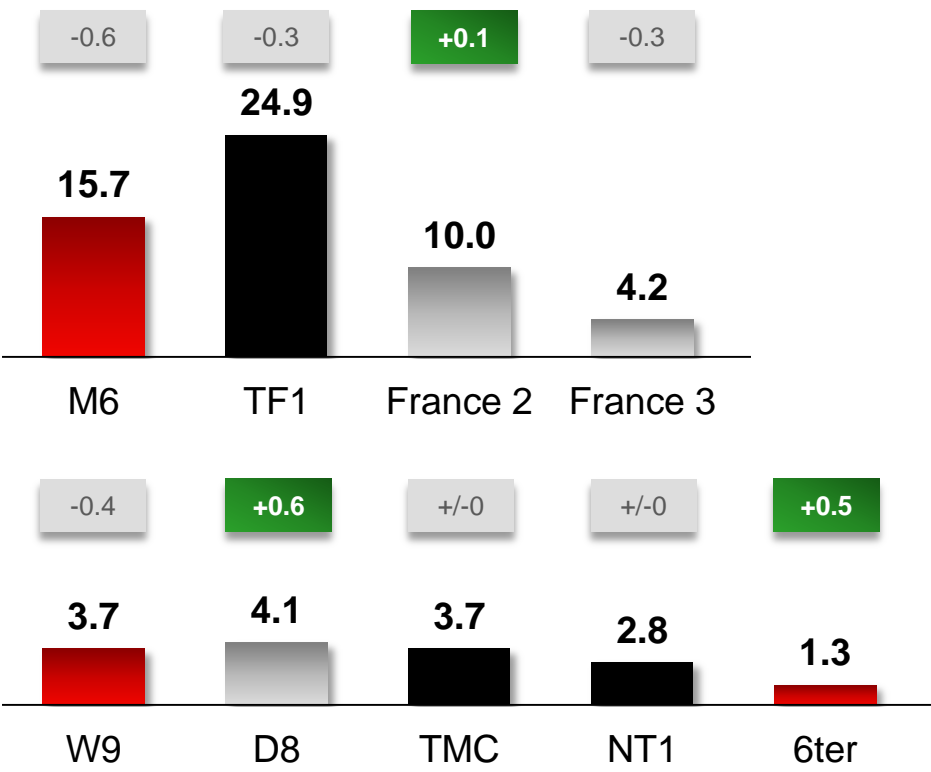
Housewives <50, all day (in %)



Source: Médiamétrie
 Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

BY CHANNEL

Housewives <50 all day (in %)

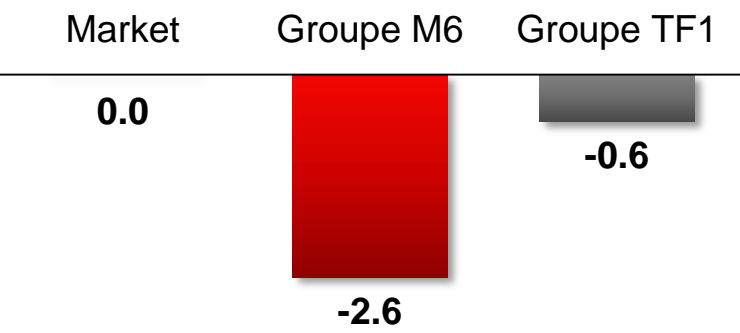


X Percentage point deviation vs. 10 months YTD 2013

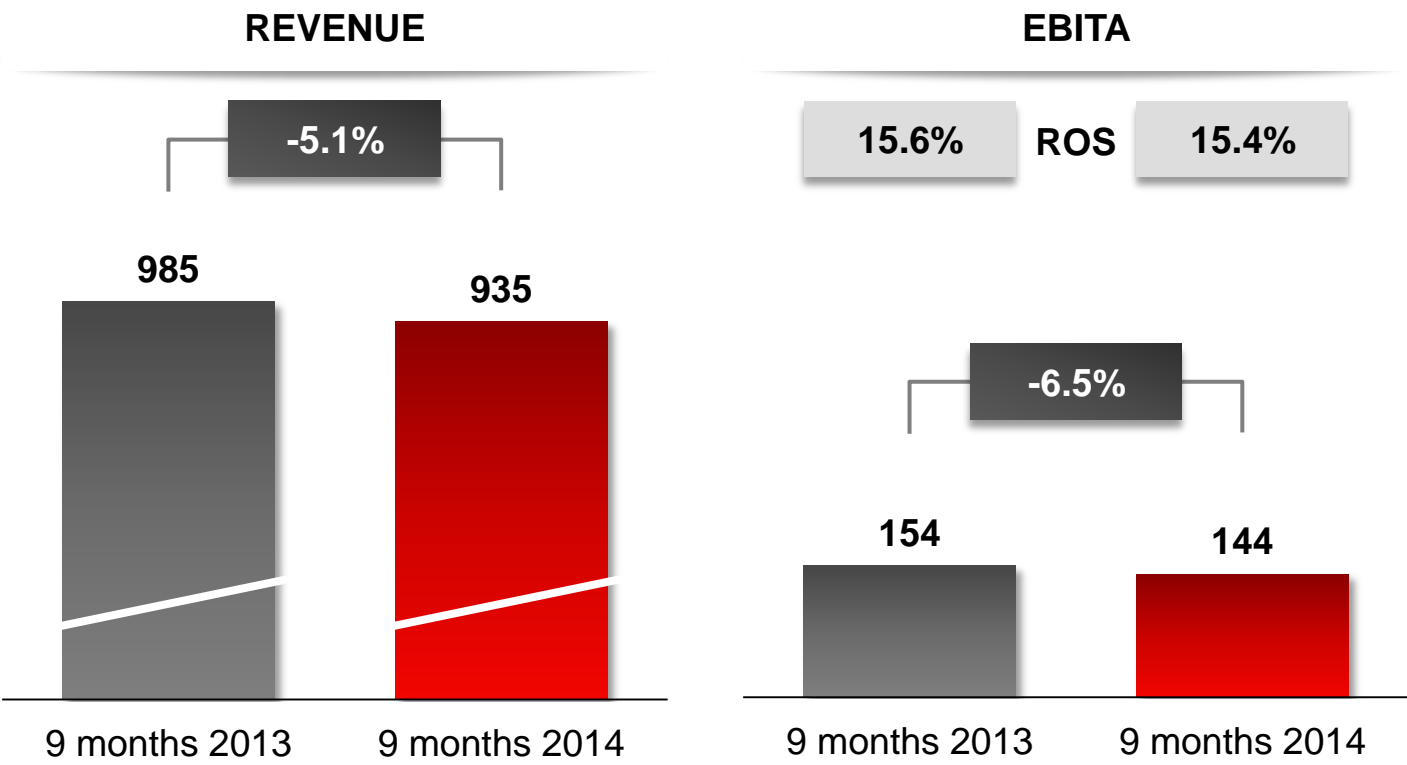
Groupe M6

Slight advertising market improvement seen in Q3

NET TV ADVERTISING
MARKET DEVELOPMENT
9 months 2014 vs. 9 months 2013 (in %)



KEY FINANCIALS
(in € million)



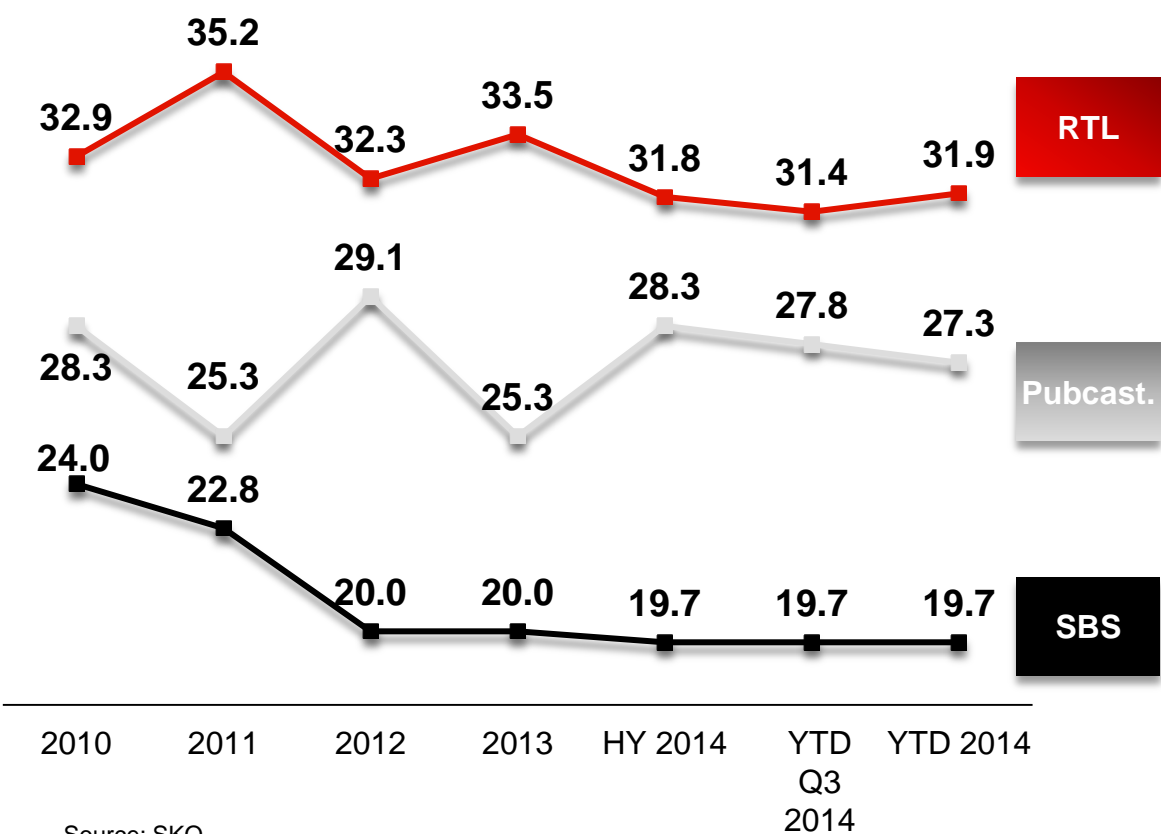
Market: RTL Group estimates; M6 and TF1 as reported

RTL Nederland

Audience share remains solid

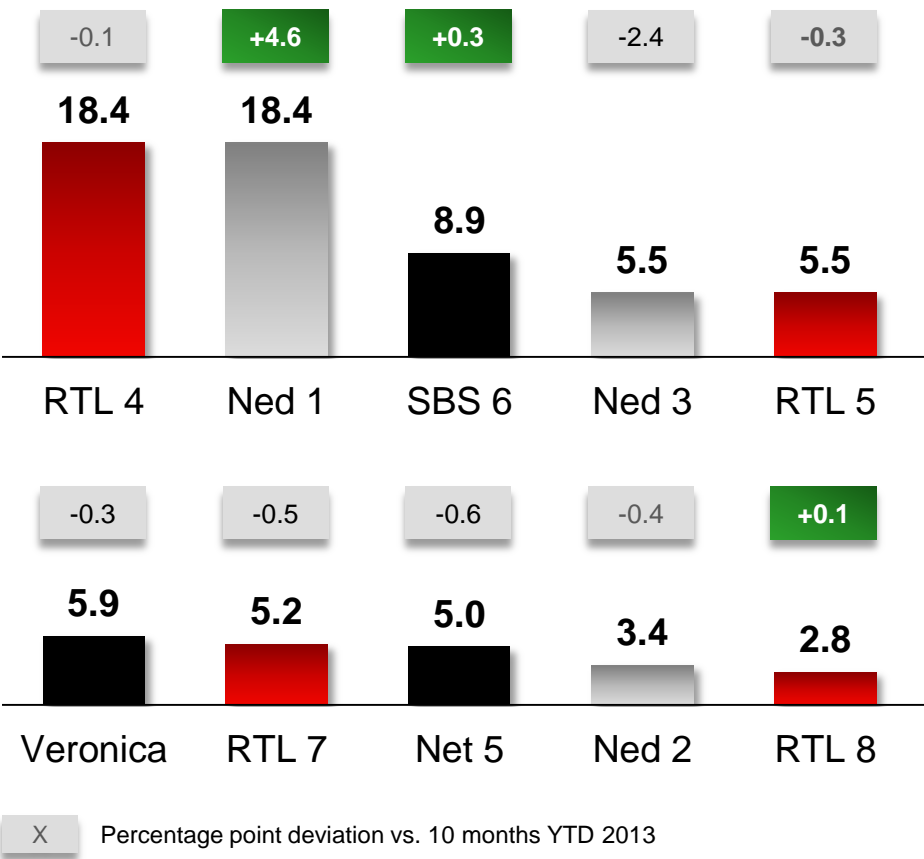
FAMILY OF CHANNELS

20 – 49, Primetime (in %)



BY CHANNEL

20 – 49, Primetime (in %)



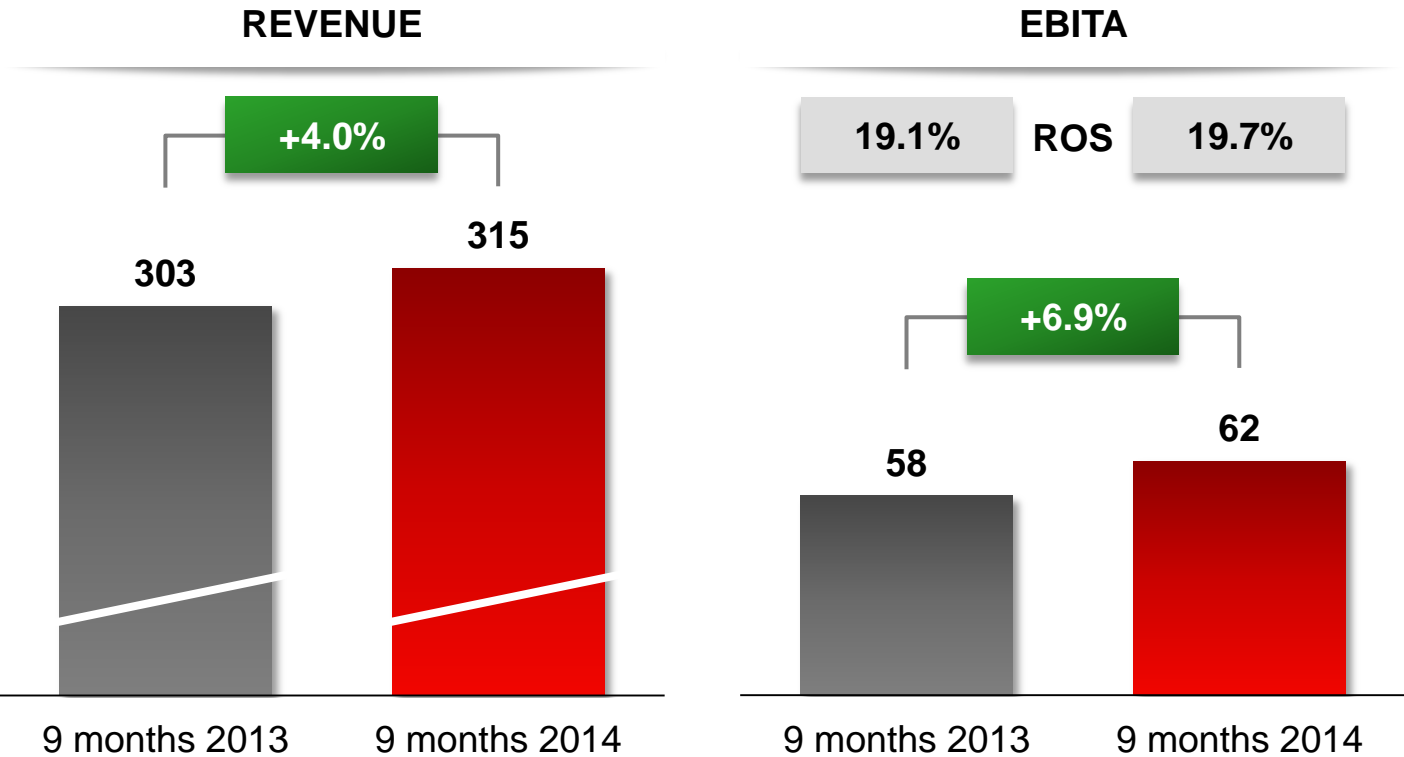
RTL Nederland

Good performance maintained

NET TV ADVERTISING
MARKET DEVELOPMENT
9 months 2014 vs. 9 months 2013 (in %)



KEY FINANCIALS
(in € million)



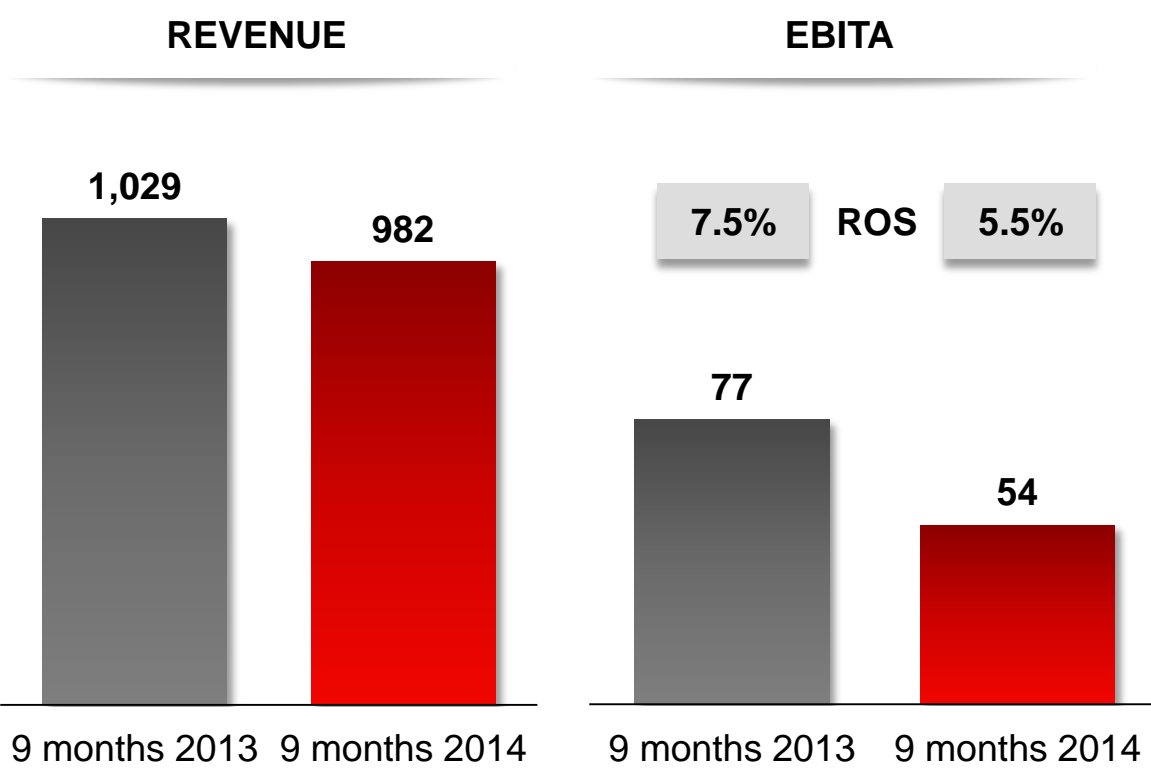
Source: RTL Group estimates

FremantleMedia

In line with expectations

KEY FINANCIALS

(in € million)



NEW LAUNCHES




- Master Athletes launched on SVT1 in August 2014
- Sweden's highest rated summer entertainment launch in 3 years
- Launched as the no.1 show across its timeslot and won 30% more of commercial target (12-59) than next biggest show




- Heaven or Hell launched on Pro7 in August 2014
- Pro7's highest rated new entertainment launch of 2014 with 1.9 million viewers
- Grew its audience throughout the series and was ranked no.1 in its timeslot for 14-49s and 14-29s




- Virtually Famous launched on E4 in July
- The show performed +42% higher than E4's primetime average for young adults (16-34)




- Dicte, series 2, launched on TV2 in September
- Ranked as no.2 drama on TV2 in 2014 with 0.8 million viewers
- Show is highest rated show of the day for young adults (15-24)

Agenda



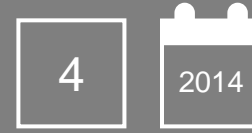
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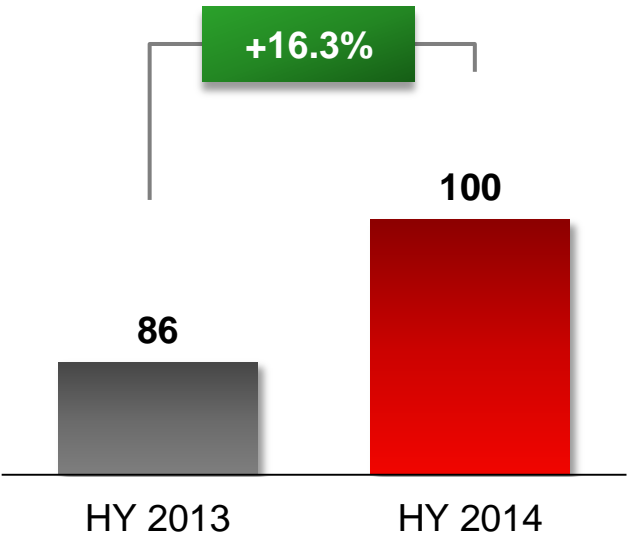


Outlook 2014

Broadcast

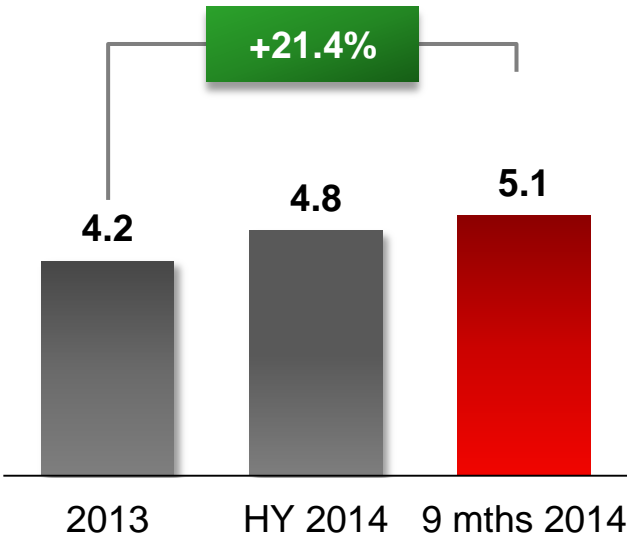
Platform revenue continuing to grow

RTL GROUP PLATFORM REVENUE
(in € million)



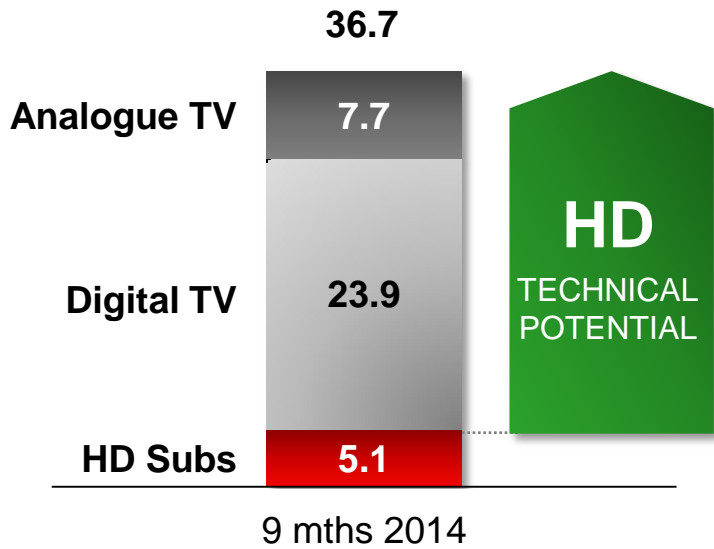
Strong growth in HD ...

HD SUBSCRIBERS, GERMANY
(in million)



... with further potential

(in million households)



Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees

Digital

Online video is at the heart of RTL Group's digital strategy

Strategic focus

1

VOD

Catch-up TV services

2

Web originals

New content production

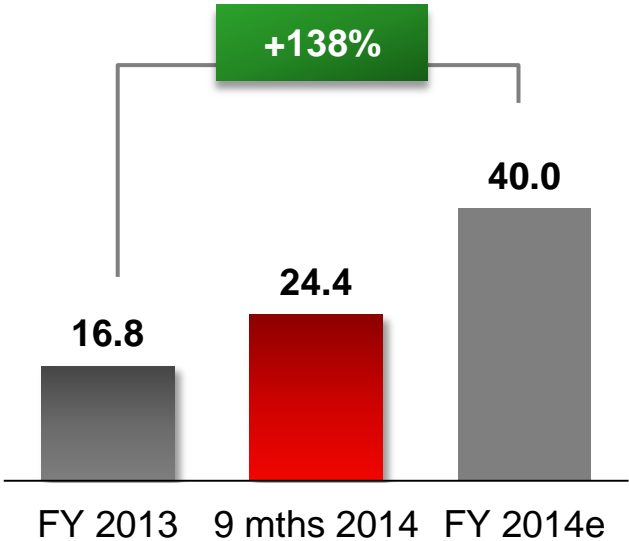
3

MCN

And distribution at global scale

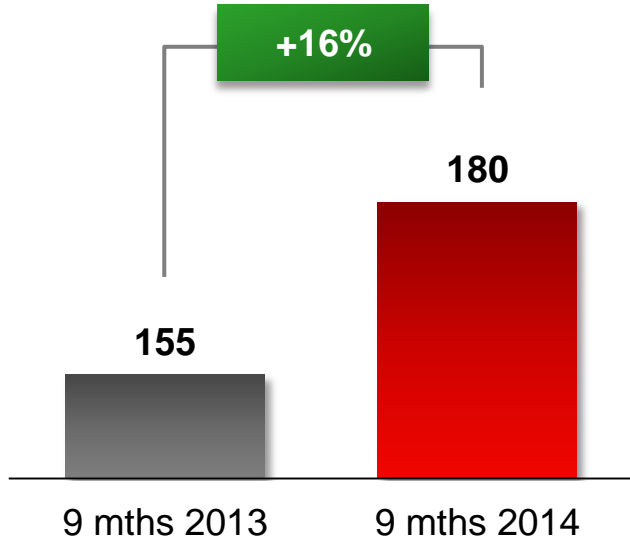
Strong growth

VIDEO VIEWS RTL GROUP
(in billion)



Digital revenue increasing

RTL GROUP DIGITAL REVENUE
(in € million)



Digital

Significant progress made in digital



- One of the largest, fastest growing and most transparent global marketplaces for online video advertising
- Founded in 2007 in Denver; sales office in NY, San Francisco, London, Sydney; 188+ employees globally
- First to market with video real-time-bidding in 2010
- Currently handle over 2.4 billion auctions per day in more than 100 countries, reaching 350 million users per month
- Integrated with the most buying partners (demand sources) in the industry
- 1,000+ brand name advertisers, all the main ATD's (Agency Trading Desks) and major DSP's (Demand Side Platforms) resulting in more than 3.1 billion ad impressions per month
- First class management team



- No.1 MCN in fashion and beauty
- Home to leading influencers in fashion, beauty & women's lifestyle
- Leading multi-platform marketing solution for global brands within these categories

Impressive growth

3.0x	Revenue growth YoY
2.1x	Higher branded content revenue as share of total revenue YoY

StyleHaul is home to some of the world's top digital influencers



Global network with high reach

60m Unique viewers per month

199m+ Subscribers

4,900+ Channels

62+ Countries

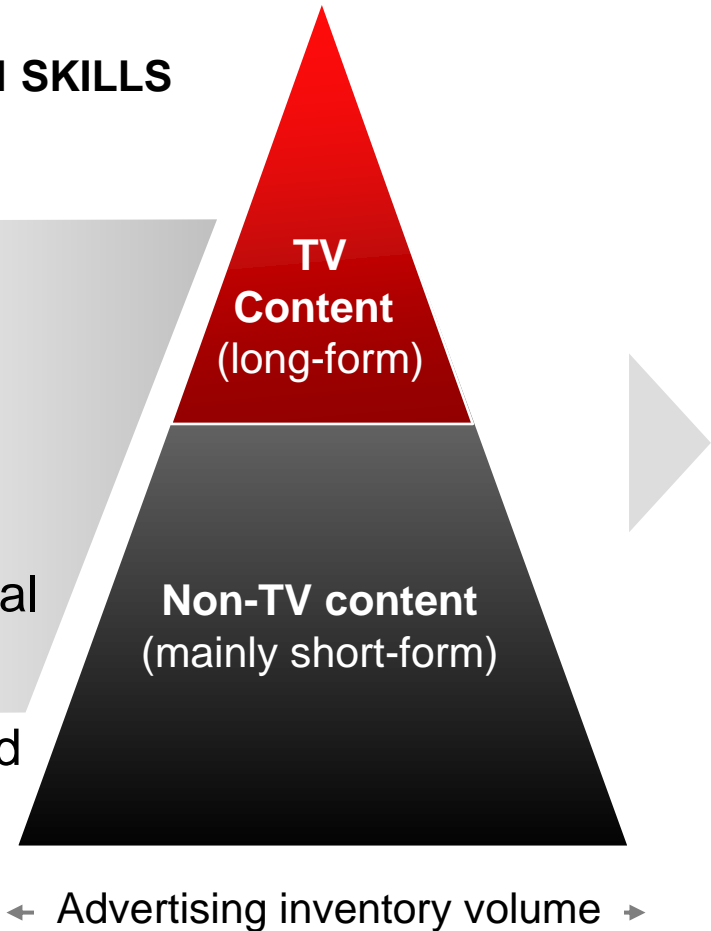
Digital

Partnering with SpotXchange in fast growing market

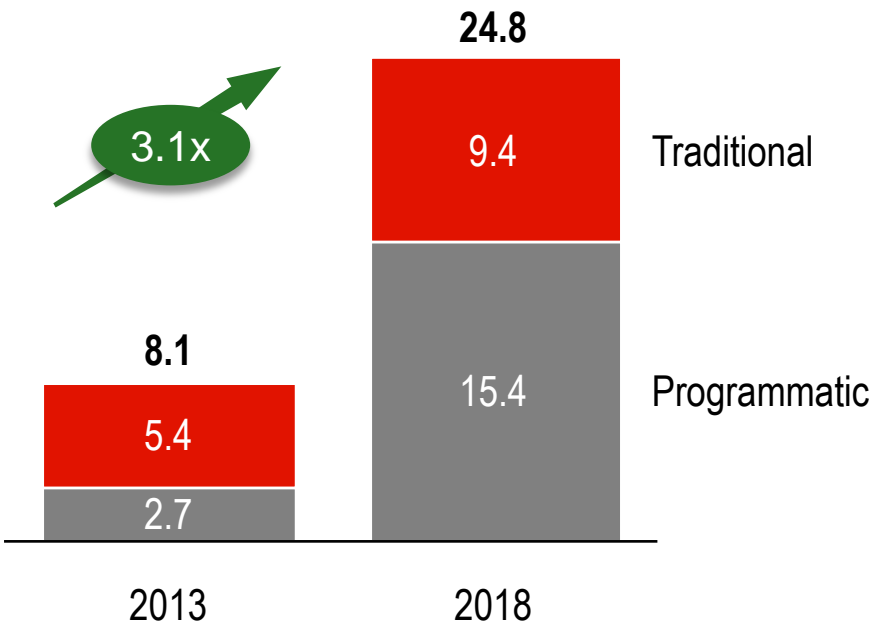
IMPROVE MONETISATION SKILLS

spotXchange

- ✓ Leading video ad monetization platform
- ✓ Scale in US, global reach
- ✓ State-of-the-art ad technology



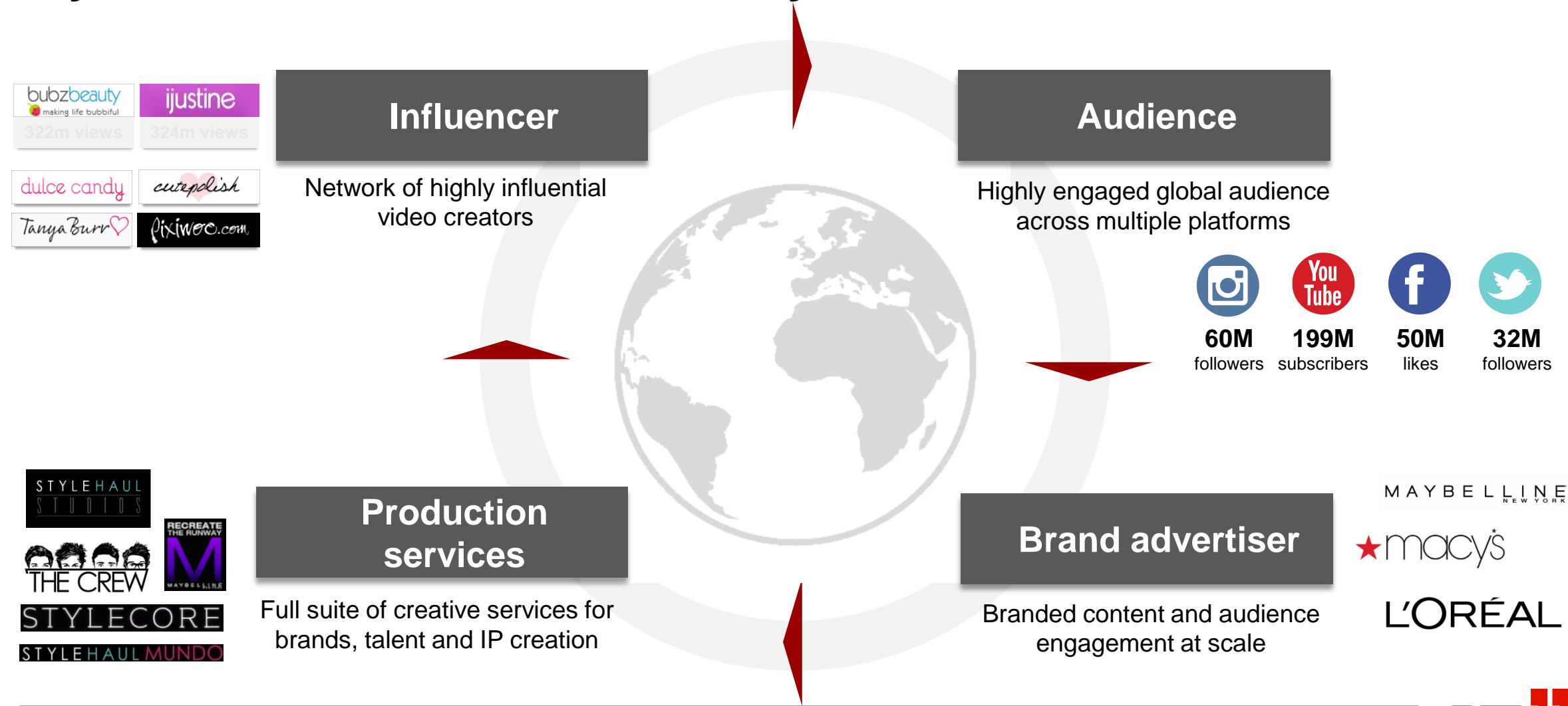
Global market for online video advertising
In USD billion



Source: RTL Group estimates based on Magna Global, Siemer, eMarketer, Forrester Research

Digital

StyleHaul : the fashion and beauty video network on YouTube



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Outlook 2014

RTL Group Outlook for 2014

1

German and **Spanish** markets off to a good start in Q4. Other markets more volatile while **FremantleMedia** faces tough comps

2

No change to guidance : **reported revenue to be slightly down yoy** with **reported EBITA to be down more significantly**

3

RTL Group's **net result** expected to be significantly down year on year due to impact of impairments, notably Hungary



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